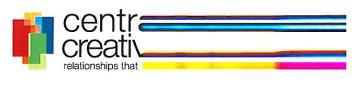


# City of F

Regional Graphic Desig



Contact fo

City of Flagstaff Management Services - Purchasing Division 211 W. Aspen Ave. Flagstaff, AZ 86001

RE:

Request for Proposals No. 2013-10

Flagstaff Regional Plan Technical Editing, Graphic Design and Web-site Design

To the Selection Panel:

Central Creative (formerly KDA Creative) is pleased to submit this proposal to provide technical editing, graphic design, and web development services to the City of Flagstaff for the 2012 Regional Plan. Our firm was founded specifically to meet the creative communication and engagement needs associated with community infrastructure planning and development, and we have a proven track record in serving Arizona's municipalities over the past 11 years.

We are a small, woman-owned business and a proud member of Local First Arizona, along with many other professional organizations. We are proud to be a small, local business that is surviving economic turmoil with a nose to the grindstone mentality—we let our work speak for itself. We are not part of a larger organization with multiple service offerings. We are a specialized boutique firm performing communication services specifically to serve Arizona's communities. We do this 100 percent of the time.

We design communication strategies that build important relationships among the necessary parties to realize positive change for communities. We truly embody our brand, which is "relationships that build" with strong conviction that the most important tool for building support is thoughtful attention to interaction among people.

Technical editing and the preparation of persuasive documents that communicate complex technical information in a user-friendly and appealing fashion is one of our core specialties. We design, edit, and produce grant applications, award submittals, proposals, and other persuasive documents for clients on a regular basis, and we have years of experience with environmental and engineering documents that must not only meet regulatory requirements but be understandable to the public as an end-user. Our technical editor has more than 16 years of experience with technical documents of all types and sizes, and our design team communicates technical information 100 percent of the time with intuitive and creative info-graphics.

We have the experience, training, and know-how to provide all of the services you need. What is different about our approach is that we strive to never rest on "how things have always been done." We will push the envelope on every task that we undertake, for your sake and for ours. We will represent you with a passion and professionalism that will further enhance your positive image with neighborhoods, businesses, and other stakeholders. The many references we have provided will be happy to tell you how we have made their lives easier and made the light of recognition and success shine on them. Our approach is to serve, to bring you our best every day, to strive for innovation, to be colorful and clever, and to appeal to the audience in an upbeat, bright and creative way.

We so look forward to an opportunity to work for you, and appreciate your consideration of this proposal.

Sincerely,

Kristin Bornstein Principal Central Creative



### Response to:

# City of Flagstaff

Regional Plan Technical Editing, Graphic Design and Web-Site Design

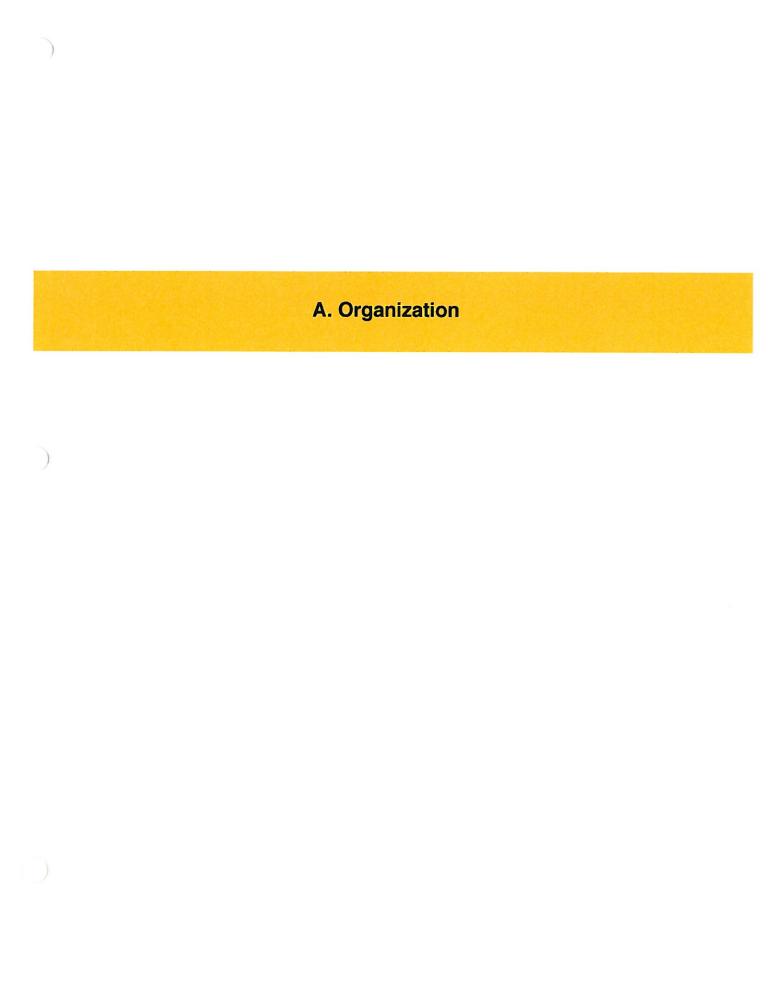
RFP No. 2013-10

October 3, 2012



5025 N Central Ave #479 Phoenix, AZ 85012 T 602,368,9644 F 602,368,9645

Contact for this proposal: Kristin Bornstein kristin@centralcreativeaz.com



# Organization

Central Creative (formerly KDA Creative) is an Arizona-based, full service creative communication agency offering prolific technical editing, graphic design, and web-site development experience for government agencies throughout Arizona. Founded in 2001 by owners Kristin Bornstein and Marsha Miller, our firm was established specifically to address the distinct communication and relationship-building needs associated with community development and public infrastructure planning, development, construction, and operation. Our staff have college degrees in communications, communication design, marketing, advertising, political science, English, and finance.

Our experience over the past 11 years has encompassed 63 of the 91 cities and towns in the state and includes reaching thousands of residents, businesses, and elected officials using printed collateral materials and electronic media. We are familiar with "translating" complex, technical information and communicating its value to the public in a clear and concise way. In working around the state, we have developed and designed materials, messaging, graphics, and logos for municipalities to use on their web-sites, in their community newsletters, and on their local cable channels. We have presented communication strategies to city councils. drafted and edited council briefings for city staff to brief their councils, and convened task forces and community working groups involving elected officials to gain their support for public projects.

Our methods for message delivery range from traditional vehicles of communication to project-specific web-sites and social media. All of our printed and electronic materials are clear and creative, colorful, eye-catching, and most of all, cost effective. Most recently, we led an outreach campaign for the award-winning Arizona Department of Transportation (ADOT) Long Range Transportation Plan (What Moves You Arizona - A Transportation Plan for 2035). Our firm was responsible for designing project branding, developing the innovative web-site (www.whatmovesyouarizona.gov), and implementing all public outreach efforts for the twoyear study. The majority of the public outreach was directed to the project web-site where participants could learn about the project and give feedback through interactive surveys.

The Central Creative team has been working for and in the City of Flagstaff for the past decade, including developing a public information and involvement campaign in 2002 supporting a local bond election; public involvement for design of the East Flagstaff traffic interchange (TI) and the Lone Tree Overpass and 4th Street Corridor Studies; brochure design and PR campaign for Flagstaff Housing; public outreach for the Flagstaff Transit Planning

Assistance for Rural Areas (PARA) study; ADOT's I-40, Riordan Railroad Overpass to Country Club TI Pavement Preservation project; the I-17/Munds Park TI project; and the I-17 SR 179 to I-40 Design Concept Report. We also have worked on numerous projects on behalf of the Coconino County Public Works Department, including the County's storm water management program and Schultz Flood Drainage Master Plan. Our team is also working under a PARA grant to provide branding and public information services related to the Regional Plan.

I have been working with KDA Creative since the firm started. They have helped us develop consistency in communicating with public audiences. Along with commitment statements, standards, and guidelines that change as we change, they have helped us better serve the residents of Phoenix. I highly recommend this company." 99

Aimee Conroy, Superintendent City of Phoenix Water Services Department



B. Presented Approach - Suitability of the Proposal

# Presented Approach - Suitability of the Proposal



### Phase I - October - December 2012



#### Technical Editing

Central Creative understands that the Flagstaff Regional Plan DRAFT I is currently available and that this will be the base document for the first round of edits in preparation for DRAFT II (with the exception of the Land Use element, which is still under development). We assume that at this point, the City has incorporated all edits to date from the Citizen Advisory

Committee (CAC) and various City staff so that we will be able to begin our independent edit.

If there are additional edits from the CAC and/or any other sources, the first step in editing will be to incorporate any of these comments as provided by City Planning staff in the editing spreadsheet. All of these edits will be made to the Word document using track changes as well as marked as completed in the spreadsheet so that a complete record of edits exists in two places. As additional edits are received from Planning staff, we will continue to incorporate and track these edits to the document.

Understanding that this is a policy document developed by dozens of individuals coming from all angles, and recognizing the years of work that have gone into developing the Regional Plan, our technical editor will be sensitive and respectfully avoid making full-scale changes that will substantially alter the content and message of the document. Instead, it is our goal to first digest the document from an outside, "public" perspective and then use our unique talents to improve how the plan is presented to the community, both in narrative and in graphic representation. Simply put, Central Creative is committed to making the Flagstaff Regional Plan shine in the light it was intended—a truly collaborative document made stronger by the many unique voices that have shaped it over the years.

Perhaps the most important task—and the biggest challenge—in editing a document prepared by numerous authors is to ensure a uniformity in style for all sections. This is best accomplished by ensuring consistent style in both language and in look.

As a basis for ensuring consistency in language, our technical editor will rely on the style guide prepared by the CAC. We understand that this guide is being finalized and we are familiar with the draft as presented in the CAC meeting notes online. Our editor will focus on ensuring the language follows the style guide, and that the text is grammatically correct and consistent. We are also sensitive to the need for a consistent, upbeat, sensitive, and progressive tone in language, and will work to incorporate the list of "Flagstaff-centric" words and phrases culled from past public involvement exercises that is presented in the style guide.

Consistency in language style will be strengthened further by the visual consistency of the document, and as such our technical editor and graphic designer will work closely in the early stages of editing to develop good-looking document "styles" including colors and fonts for headers, text boxes, captions, body text, and other elements including icons and other visualizations from the technical team. We will set up these document styles in Word so that the document elements are automatically updated and consistent in look as edits are made throughout each draft process.



Along with establishing and ensuring a consistent document style, we will concentrate on ensuring a consistent flow between sections of the Flagstaff Regional Plan. Not only should the written narrative flow in voice and style, it should also flow in message. The CAC and Core Planning Team have worked hard with the community over the past three years to develop the vision and guiding principles for this plan, and it is important that these messages and themes are reiterated consistently throughout the document.

No matter how well a document is pulled together using elements of style and with a consistent flow, at the end of the day it absolutely must at its core have substance. No amount of tables and graphs and figures are worth anything if the data within them are not checked and double-checked for accuracy, and more importantly, substantiated within the supporting text. It will be our editor's job to see not only the words of this plan, but make sure that all of the supporting components (tables, figures, graphics) are working together—accurately—to clearly convey the message and intent of the plan. At the same time, content within the Plan can be grammatically perfect, but still completely incomprehensible in what it is trying to say. Our technical editor will ensure not only that the text is technically accurate, but that it is saying what it needs to say in a simple and understandable way.

Finally, any good, readable document must be concise. This doesn't mean cutting out important information-in fact, we need to use words to communicate-but our editor will have a keen eye for eliminating "fluff" that gets in the way of the core messaging. The last thing we want to do is lose the audience in a cloud of unnecessary fluff. Focusing on the core vision and consistent messaging will help us attain this goal.

Once the text has been worked through for consistent style and flow, facts are substantiated, and we have stated our messages concisely, the plan will be ready for review by the City Attorney's office. We will incorporate comments received from legal counsel and continue to develop the overall design of the document.

Central Creative's technical editor will work closely with our graphic designer to design a complete document in an attractive and user-friendly layout, staying true to the identity of the plan throughout. We will develop graphics that both look good and are helpful in presenting information. Concurrently, our editor and graphic designer will work with our web designer to develop the companion web-site. The important thing to understand here is that Central Creative's technical editor, graphic designer, and web designer are a close team that will work together constantly throughout all drafts, both with the document and its companion web-site, to create a cohesive Regional Plan package for use by the entire community.



#### Graphic Design

Central Creative's graphic designer will work closely with the team during Phase I to develop a thorough understanding of the key themes and highlevel communication goals of the Flagstaff Regional Plan. This investment of time and energy to understand these principles will allow us to delve into a strategic level of design that goes beyond surface-level aesthetic

touches, but rather works hand-in-hand with the copy and figures to communicate with clarity. Our team's understanding of the Flagstaff community will help us to develop design solutions that resonate.



From this understanding, we will develop the style components, beginning with color and typeface, ensuring that these fundamental pieces are solid before moving along. Once these are approved, we will move forth with development of logo options. After the logo is approved, we will use the various components to develop symbols, the layout framework, and cover options.

As our firm works concurrently under PARA grant funds administered by ADOT to develop graphics as part of the public information campaign, we will incorporate those graphics into the Regional Plan document and the accompanying web-site to ensure graphical uniformity among all elements of the Plan "package." Having the same designer involved at all levels of document production, web-site development, and in the overall public information campaign will be instrumental in ensuring a true, consistent Plan identity that the community will recognize and embrace as their own.

An important part of staying true to the Plan's local identity will be to support the efforts of the Northern Arizona University communications class who have taken over 500 photographs, as architectural renderings and GIS maps being produced for the Plan. Using these elements in the document as well as on the web-site will assist in graphically supporting the various policy discussions, further enhance the graphical identity of the overall Plan.

During this entire process, our designer will work closely with the web designer to ensure consistency across media.



#### Web Design

The Flagstaff General Plan web-site must have as its foundation an intuitive, user-friendly navigation interface. If the information presented on the site is not delivered so that it is easy for the public to use, the site has failed. The importance of an interesting, interactive and easy-to-understand site cannot be overstated. No matter how important or

intriguing the information presented is, if it is not easy to access and navigate, it's useless.

This understanding will motivate and guide all aspects of the site's design and development. Ensuring product consistency by incorporating the goals and branding created for the General Plan document, the web-site will have the purpose of presenting the information in the Plan, in addition to the Plan itself, so that the average public visitor will easily and clearly understand how to find relevant information and why that information should matter to them. Policy information can be difficult for a lay-visitor to understand. Graphics and images can help clarify these discussions for the public and we are committed to clearly presenting policy information graphically, in a meaningful way.

Our recommendation is to create web-site "sections" or pages that coincide with the sections and topics in the General Plan document. Each page will include an introduction to the section's content with an overall graphic, specific to the web-site, that will help the visitor gain an initial understanding of the section's content. Any graphics included in the General Plan document will be included on the web-site and the graphic designer and web designer will work closely to ensure that all images and graphics are formatted and sized to provide the lowest file size, which results in faster loading for the visitor.

As part of each section, the visitor will be able to download a .pdf of the section they're viewing or of the entire document. Separate print styles will be created so that if a visitor chooses to print a page, any navigation and other web-only content will be excluded, thereby printing only the relevant page content.



In addition to the overview and other housekeeping links, the primary navigation will be driven by the General Plan's sections. Search functionality will allow visitors to search by term, and links within each section will link to other relevant documents or areas within or external to the web-site.

Maps with layers that can be turned on and off will be included in appropriate sections and will provide an interactive way for the visitor to better understand the information presented. We will work with the City's GIS department to coordinate the best format and file types for the public to access the pertinent maps.

We anticipate that the main web-site will go live to coincide with distribution of DRAFT II of the Regional Plan document for public review, which is currently estimated as February 1, 2013.

A secondary portal will be built to make it possible for City and County staff to input data to produce reports. The data input by various departments will be translated in graph form for visitors to the site to visually track the progress of the implementation of the Plan's policies. We anticipate developing a database for the back-end users (staff) that will be customizable for each department. For example, water resources staff may need to input data showing water use patterns to measure how conservation measures are working, while those inputting housing data may need to enter price information for real estate in order to show how it relates to affordable housing. Our web developer will assist in customizing the database so that each department can easily enter their respective data. On the front end, the public will be able to see graphically on the web-site, within each section, just how policies are measuring up.

Once the web-site and data entry feature are developed and approved, we will lead a training workshop to instruct City staff on how to use the site. This workshop can be conducted either in person or as a webinar, depending on what would make the most sense to giving staff a hands-on understanding of how the site works. First and foremost, the web-site and reporting tool functionality will be easy. We understand that staff have full-time jobs and cannot be mired down in a technical and confusing web environment. We will do our job so that you can spend your time doing yours. We have developed communication guidelines and provided associated training for numerous entities, most notably ADOT and the City of Phoenix Water Services Department.









#### Technical Editing

Once the Flagstaff Regional Plan DRAFT II is put in front of the public and they have provided their input, and the CAC has been able to review the document within this context, we will be ready for the next round of edits to produce DRAFT III.

As with DRAFT I, Central Creative will rely initially on the comment spreadsheet provided by City Planning Staff. Again, all of these edits will be made to the Word document using track changes as well as marked as completed in the spreadsheet so that a complete record of edits exists in two places.

Central Creative's technical editor will once again review the report in its entirety to ensure that edits have been incorporated appropriately, grammar is correct, the language and message continue to be consistent in style and flow, data are substantiated, and overall wording is focused and concise.



#### Graphic Design

Our graphic designer will continue to work with the team to refine and redevelop graphics as necessary as input is received from the public and CAC. If the graphics we produced don't end up working the way they thought they would, this is when we will find out and have the opportunity to fix them.



#### Web Design

Central Creative will continue to refine the Regional Plan web-site during the editing process, based on comments received from the public and CAC. As with the graphic design elements, if the web-site isn't working right, we will make sure we fix it. This is all part of the overall editorial process and we are committed to making the web-site exactly the way it needs to be for all users.







#### Technical Editing

At this point, the Flagstaff Regional Plan DRAFT II will have been reviewed by City and County Planning and Zoning Commissions, Flagstaff City Council, and the County Board of Supervisors, and it will have gone through the public hearing process. Finally, it will be time to produce the Regional Plan Draft IV - the Final Draft.

As with DRAFT I and II, Central Creative will rely initially on the comment spreadsheet provided by City Planning Staff. Again, all of these edits will be made to the Word document using track changes as well as marked as completed in the spreadsheet so that a complete record of edits exists in two places.

Central Creative's technical editor will once again review the report in its entirety to ensure that edits have been incorporated appropriately, grammar is correct, the language and message continue to be consistent in style and flow, data are substantiated, and overall wording is focused and concise.



#### Graphic Design

Our graphic designer will continue to work in conjunction with the team to carefully refine the designs as necessary to ultimately produce a polished document.



### Web Design

Our web designer will continue to revise and refine based on edits and changes being made to the Regional Plan document.

## Meeting the Schedule

Central Creative understands that all three phases of the project schedule are critically timed in order to prepare the Regional Plan and supporting web-site with adequate time for public and agency review, all in preparation for the Final Draft Plan package to be printed and on-line for voter adoption and ratification by fall of 2013. We are ready and committed to meet this time-frame. Our complete and detailed budget and schedule are included in Section E of this proposal.



C. Expertise in Recommending and Communicating Appropriate Technical and Aesthetic Solutions

# Expertise in Recommending and Communicating Appropriate Technical and Aesthetic Solutions

Simply put, this is what we do on a daily basis. Central Creative works with clients to translate complex, technical information into audience-friendly messages and materials.

Be it a full study report, brief informational flyer, event display, or web-site design, we constantly use our valuable skill sets to elevate technical communications and create engaging solutions. We approach our work at a high strategic level, advising on appropriate solutions, and our clients trust our counsel and guidance in this area.

Our expertise is rooted in years of experience. We have marinated in the technical worlds of environmental planning and infrastructure planning, design, and construction and thus have developed an understanding of such complex topics. On the other side of the coin, we are trained and experienced professionals in public participation. This combination grants us a remarkable ability to carefully break down technical information for dissemination by all audiences.

Aside from being able to communicate well with the public, we have a keen ability to assist our clients in developing the best product for their needs. One challenge for many clients is that they know what they want the end result to be, but don't know exactly what it will take to get there. Patiently understanding and interpreting what those often-abstract ideas are is not only something we pride ourselves in doing, but enjoy as well. By comprehensively understanding what the desired end product is, we not only make the experience more satisfying for you, we proactively prevent any unnecessary time or scope slide as we fix our misunderstanding.

We've generated quite a proven track record in technical editing, graphic design, and web design over the years. With such an extensive background in these lines of work, we are confident we can work with the City of Flagstaff to develop an effective Regional Plan and companion web-site that the community can be proud of.

Our completed References Form is included in the "Required Forms" section of this proposal, but you can also see what our clients have to say alongside our project examples provided in Sections D and E.

Work Samples







# D. Aesthetic Capabilities

Central Creative has a robust portfolio of work that demonstrates our ability to create artistic and innovative, user-friendly documents and interfaces that engage communities and users. Each of the projects outlined here demonstrate that keen ability.

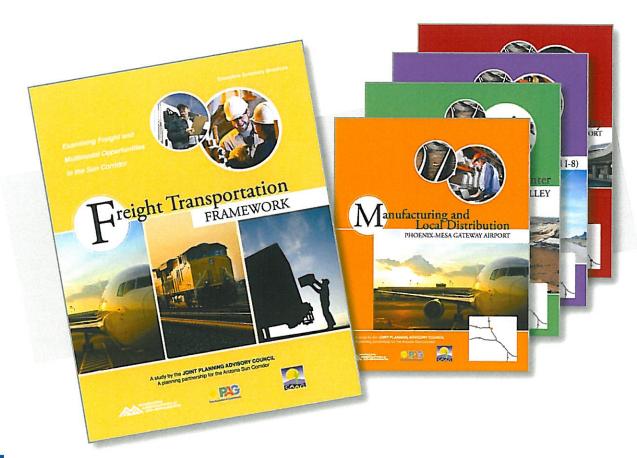


## MAG Freight Framework Study

#### Maricopa Association of Governments (MAG)

Tangible Touchstone: Marketing Brochures

- Project conducted in response to significant political pressure to understand economic development opportunities for Sun Corridor related to freight industry
- Extremely technical analysis used to answer extremely political question
- Marketing pieces distill huge amounts of technical information into terms that can not only be easily understood, but used for action
- Overview piece for entire Sun Corridor plus four focus area pieces that describe benefits and recommended actions to capture opportunity
- Client (MAG) is extremely happy with the results and is listed as a reference for this
  proposal







## Southwest Multi-State Rail Planning Study

#### **Federal Railroad Administration**

Tangible touchstones: Project branding, project takeaway, informational posters

- Broke down key technical study findings into easily digestible graphics
- Enabled delivery of information in bite-sized pieces
- Created solutions that recognized a variety of learning comprehension styles, coupling visuals with words for heightened effectiveness of communication
- Developed dual formats both a takeaway handout with additional study background and event posters – providing multiple ways to interact with the study findings and repetition of key points to encourage retention of information
- Developed overall visual brand, including a color palette, typeface and visual elements that embodied the personality of the study and added a polished finish to all study materials
- Carried this branding throughout the study for consistency and recognition







### Grant Submittal

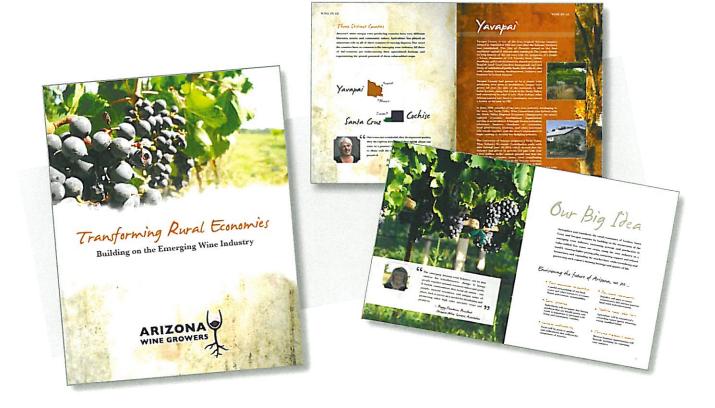
#### Arizona Wine Growers Association (AWGA)

Tangible Touchstone: Grant submittal booklet

- Employed careful revision and technical editing to boil major amounts of information into a single cohesive document that clearly communicated key messages
- Created a polished booklet that incorporated provided images as well as newly designed graphics
- Developed an overall aesthetic personality that captured the community at the heart of the organization and resonated with audience on a personal level
- Assisted with carrying graphic elements over to multi-media
- AWGA was selected for the grant.

The Arizona Wine Growers Association turned to KDA Creative for assistance in communicating the Arizona wine industry's story. They were able to take a wide array of nuggets of information about the wine industry and weave them together into a compelling story that resulted in a beautiful booklet. The booklet coupled with a video was used by the Association to win multi-year funding to further the industry's goals. KDA has the unique ability to take complex and seemingly unrelated information and condense that information into an effective message and professional-looking product. KDA Creative is committed to quality graphics, on-time performance, and innovative communication.

Peggy Fiandaca, President Arizona Wine Growers Association







## Long Range Transportation Plan (LRTP)

#### **Arizona Department of Transportation**

- Developed a distinct project identity What Moves You Arizona – and a fresh visual brand to heighten public appeal and engage a wide audience
- Prepared user-friendly public participation plan draft booklet, taking a dry technical document and translating the messages into an audience friendly story with supporting visual design
- Created graphics throughout the study that broke down key information into visual solutions that naturally evoked audience interest and presented key concepts in a clearer, more absorbable fashion
- Designed an engaged project web site that bore key visual elements from other mediums and incorporated multi-media solutions rooted in understanding of widespread public desire to received information in innovative ways
- The LRTP was approved by the State Transportation Board.





## Passenger Rail Corridor Study

#### **Arizona Department of Transportation**

Tangible Touchstones: Project branding, web site, public participation booklet, video, various collateral materials

- Developed identity of study and translated that into a distinct visual brand, working with team to create a color palette, typeface, logo and visual elements that would engage a wide audience
- Helped break down key information into user friendly public participation booklets, an engaging project website, creative survey graphics and other collateral
- Aligned public's desire for multimodal shift in transportation with parallel desire for more innovative, engaging delivery of information







preferred travel choice



## Product Catalog

#### **Good Gear**

Tangible Touchstone: Product catalog

- Absorbed the information provided, which included technical nuts and bolts – product list, pricing, dry company information
- Translated this information into a polished product catalog that generated excitement for products and promoted the company ethos
- Coupled provided images with newly designed graphics
- Provided a key tool for the company to connect with audiences at trade shows and events

It has been a pleasure to work with this professional, yet down-to-earth team. They have a real understanding of how to design quality events and materials that elevate customer perceptions, and working with them has truly strengthened my business.

Torin Lee, President Good Gear, Inc.







# E. Experience and Qualifications

Central Creative has completed dozens of successful communication projects that have given us the depth and breadth of experience necessary to deliver the finished Flagstaff Regional Plan product.

Section D illustrated some of the aesthetic components of those projects, while this section further details our relevant project experience and the unique qualifications of our staff. In addition, the list on page 23 illustrates our extensive technical editing experience.

Central Creative has worked throughout the state of Arizona, serving over two-thirds of the state's cities and towns, including the City of Flagstaff, Coconino County, and Flagstaff Municipal Planning Organization. We truly embrace the belief that local is best, and we are confident that our Arizona-based staff is the right team for this project.







# "What Moves You Arizona" State Long-Range Transportation Plan

#### **Arizona Department of Transportation (ADOT)**

The state's Long-Range Transportation Plan (the Plan) was updated during one of the most pivotal times in Arizona's history. Because of the momentous shift in political and economic conditions and the wide impact this plan would have on Arizona's communities, it was essential to maximize awareness and involvement throughout the state. Central Creative (then KDA Creative) developed, branded, and implemented the award-winning campaign, which focused on clear and succinct messaging about the multi-billion dollar gap between 25-year transportation needs and anticipated revenue. The campaign included print materials, meetings, workshops, community events, a website, newspaper and radio advertising, email, videos, and social media outreach. It touched cities, towns, counties, councils of governments (COGs), municipal planning organizations (MPOs), special interest groups, the business and economic development community, tribal governments, transit and land management organizations, and community leaders. In the end, hundreds of thousands of people received the important messages and thousands of comments were received as input to the Plan. The State Transportation Board approved the Plan in the summer of 2011.

#### Services Provided:

Public involvement and outreach strategy and implementation Graphic design Web-site design Event production Multi-media production

Project Budget: \$323,000

Project Dates: 2008-2012

Reference: Jennifer Toth - State Engineer, ADOT

(602) 882-8632 • jtoth@azdot.gov



#### www.whatmovesyouarizona.com



KDA Creative brings a fresh approach to public outreach and communications for government agencies. They continually expand our communications approach with target audiences, and maintain the agency's responsibilities, character, and boundaries. They generate excitement and vision. I highly recommend this creative company to develop meaningful and interactive communication programs. KDA Creative is awesome!

Jennifer Toth, State Engineer and WTS Woman of the Year, Phoenix and Tucson Chapters



# "Add Your Voice" Passenger Rail Corridor Study

#### **Arizona Department of Transportation**

Central Creative is leading an outreach campaign to engage Arizonans in the examination of a potential high-capacity passenger rail corridor between Tucson and Phoenix. Our team was tasked with designing and implementing a public involvement strategy with 12 public scoping events at its core in order to gather feedback from stakeholders and nearby communities. Our solution involved coordinating stakeholders in three counties, coordinating stakeholder events, public meetings and the rail study team's presence at local community events, like the Tucson Meet Yourself festival in downtown Tucson. Have we done any events in Flagstaff? Our firm led the team in development of an extensive outreach campaign with components of web development, video production, publicity and collateral design, including a multi-format survey, available both in a print version and electronically, to solicit public feedback. Last fall, more than 1,000 people completed the 12-question survey, yielding more than 40,000 inputs to the process.

#### Services Provided:

Public involvement and outreach strategy and implementation Graphic design Event production Multi-media production

Project Budget: \$560,000 Project Dates: 2011-2013

Reference: Mike Kies

Assistant Director of Planning and Programming, Multimodal

Planning Division ADOT

(602) 803-8193 • mikes@azdot.gov



www.azdot.gov/passengerrail







# Southwest Multi-State Rail Planning Study

#### **Federal Railroad Administration**

Central Creative coordinated a comprehensive stakeholder outreach program for the FRA Southwest Multi-State Rail Planning Study. The program began in October 2011 with the individual contact of more than 50 stakeholders from the states of Nevada, Arizona, California, Utah, New Mexico, and Colorado. Our firm coordinated the individual meetings for the FRA team, developed the stakeholder database, and planned/implemented five stakeholder workshops: one each in Las Vegas, Sacramento, and Phoenix, and two in Los Angeles. This included obtaining the site for each workshop and ensuring proper room setup, catering, and travel arrangements for guests; preparing and printing graphics and materials; and preparing workshop summaries. We also developed the project brand, graphics, and document template for the project, designed interactive activities to obtain stakeholder input, and maintained contact with the takeholders throughout the process. Central Creative has successfully worked under schedule pressure and within budget parameters to create a positive working environment for the stakeholders.

#### Services Provided:

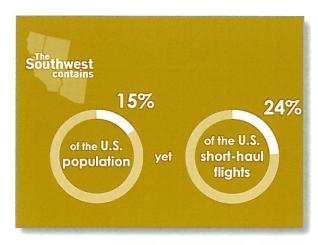
Stakeholder involvement strategy Workshop coordination Graphic design

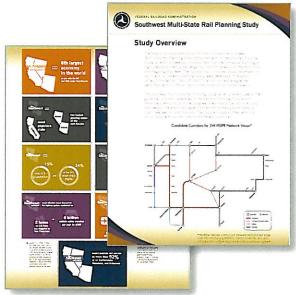
Project Budget: \$60,000 Project Dates: 2011-2012

Reference: Chad Edison, Transportation Industry Analyst,

Federal Railroad Administration

(202) 493-1303 • chad.edison@dot.gov







# Alma School and Ray Road Intersection Improvement Project

#### City of Chandler

The City of Chandler is improving the congested intersection of alma School Road and Ray Road to increase mobility and safety. The nine-month construction project is unique for the City in that funding was awarded through federal grants, and as such is high on the City Council's radar. The intersection is home to approximately 50 businesses with whom Central Creative coordinates on a weekly basis to maintain communications and relationships. In addition to one-on-one interaction with business owners, Central Creative answers a live hotline 24/7, updates a project web-site that we developed for the project (www.almaschoolray.com), distributes electronic updates, and coordinates business owner and public meetings as necessary during construction.

#### ervices Provided:

Coordinating closely with City staff and management Communicating with businesses and traveling public Web-site design and development Spanish/English translation/interpreting

Project Budget: \$82,000 Project Dates: 2011-2012

#### **Client Reference:**

Dara Griffith, Engineering Project Manager
Transportation and Development Engineering Division,
City of Chandler
(480) 782-3314 • dara.griffith@chandleraz.gov



www.almaschoolray.com





# Black Mountain Boulevard -SR 51 / SR 101 to Cave Creek Road

#### Arizona Department of Transportation, City of Phoenix

The City of Phoenix, in cooperation with ADOT and the Federal Highway Administration, is conducting a preliminary design and environmental study of Black Mountain Boulevard, a new facility designated in the City's General Plan. Central Creative is leading the public outreach and communication efforts including establishment of and coordination with a stakeholder committee; development and distribution of notification materials; coordination and development of public meetings/workshops; preparation of meeting summaries; and development and regular maintenance of a project website (www.blackmountainblvd.com) and hotline.

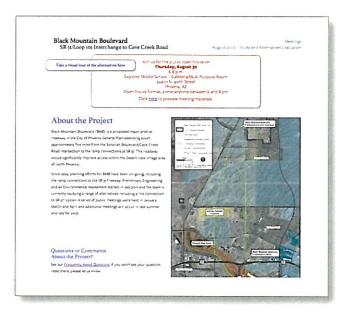
#### **Services Provided:**

Public and stakeholder outreach Web-site design and development Graphic design Spanish/English translation/interpreting

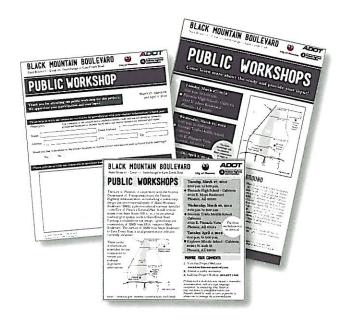
Project Budget: \$130,500 Project Dates: 2011-2013

#### Client Reference:

Leticia Varga, Civil Engineering Project Manager Street Transportation Department, City of Phoenix (602) 261-8076 • leticia.vargas@phoenix.gov



#### www.blackmountainblvd.com





In addition to the comprehensive projects discussed above, web designer David Black has provided web-development services for the following clients:

## Goodson Manley Forakis PLC

At the time Goodson Manley Forakis PLC contacted us, they had a web-site in place, but it was not serving the company well as an effective marketing tool. Working directly with Senior Partner John Goodson, we identified areas to transition to a new website and then designed and built a temporary site to be online before the final web-site, built in HTML5 was finalized and ready for upload.

#### Services Provided:

Web-site interface strategy Web-site design and coding Writing Search Engine Optimization Strategy

Project Budget: \$18,000 Project Dates: 2009-2011

#### Client Reference:

John Goodson, Senior Partner (602) 252-5110 • jgoodson@gmdlaw.com



www.buildingpossibilitiesinc.com



www.goodsonmanleyforakis.com

# Building Possibilities, Inc.

Building Possibilities, Inc. is a medical architecture firm located in Phoenix, Arizona. The project included obtaining and maintaining the domain and hosting and building a website on the WordPress platform. Building Possibilities had a template look they liked overall but we worked with them to customize and create page-specific components for the site. Building Possibilities created much of the content and we provided input on effective inclusion in the site, particularly as it related to search engine optimization.

#### Services Provided:

Website built on the WordPress platform WordPress theme customization Content consultation

Project Budget: \$1,600 Project Dates: 2011

#### Client Reference:

Linda Delano, Owner

(602) 903-3680 • Idelano@bp-inc.com



# Technical Editing Experience

Central Creative's Project Manager, Kristin Bornstein, and Technical Editor, Keryn Wilson, have combined technical editing experience spanning over two decades on documents ranging in size and scope from small informational flyers to comprehensive regulatory documents, including those listed below.

#### **Allegheny Energy Supply Company**

La Paz Generating Facility EA and CEC Application (with BLM)

#### **Arizona Department of Environmental Quality**

1996 Arizona Governor's Air Quality Strategies Task Force

1998 Arizona Governor's Air Quality Strategies Task Force

On-Call Contract for Public Participation and Technical Writing Services

Vulture Mill Site Remedial Investigation/Feasibility Study

#### **ADOT**

bqAZ 2050 Statewide Transportation Planning Framework

Dine Tah Corridor Management Plan

East Flagstaff Traffic Interchange Design

East Sonoran Parkway Alignment Study

I-17 Black Canyon Hill Pavement Preservation

I-17 New River-Cordes Junction EA/DCR

I-17/Daisy Mountain Interchange EA/DCR

1-8 Telegraph Pass Rockfall Containment

Kingman I-40 Pavement Preservation

op 101 HOV Lane Construction

Loop 202 Design and Construction

SR 179 Planning, Design and Construction

SR 260 Camp Verde-Cottonwood EA, Design, Construction

SR 260 Cottonwood Construction

SR 260 Little Green Valley Construction

SR 51/Loop 101 Traffic Interchange Construction

SR 69 Median Barriers Design and Construction

SR 802 Williams Gateway EA/DCR

SR 87 Payson-Mogollon Rim Pavement Preservation

SR 89 Chino Valley Design and Construction (CMAR)

SR 89 White Spar Road Design and Construction

SR 89A Lighting NEPA Compliance and Design

SR 89A Viewpoint Traffic Interchange Design and Construction

State Long-Range Transportation Plan

SuperRedTan Traffic Interchange Design and Construction

US 60 Design-Build Public Information Plan

US 60 Gilbert-Power Construction

US 60 Reroute EA/DCR

Yuma 16th Street / US 95 Construction

#### **American Water Works Association Research Foundation**

^n Economic Water Reuse Framework for Evaluating the Benefits and sts of Water Reuse

#### Arizona Public Service

Northeast Phoenix Facility Siting Project

North Central Phoenix Facility Siting Project

#### Arizona State University

2004 City of Phoenix Housing Condition Study and Evaluation Report

#### RIM

Las Cruces Field Office Resource Management Plan Amendment and EIS for Federal Fluid Minerals Leasing in Sierra and Otero Counties, NM

New Mexico State Office Draft Statewide Resource Management Plan Amendment and EIS for Public Land Health Standards and Livestock Grazing Guidelines

Taos Field Office Rio Grande Corridor Coordinated Resources Management Plan and Final EIS

#### Caithness Big Sandy, LLC

Big Sandy Energy Project EIS (with USDOE and BLM)

#### Calpine

Topock Substation and Transmission Line Project EA

#### **Chugach Electric Association**

Southern Intertie Environmental Analysis (with USFWS)

#### City of Glendale

Project WATERS

#### City of Glendale Community Partnerships Department

Neighborhood Indicator System - City of Glendale Phase I Report

#### City of Peoria

Truck Traffic Mitigation Study

Desert Lands Conservation Master Plan

#### City of Phoenix

Dobbins Road DCR

Broadway Road Sewer Main Replacement Construction (CMAR)

15th Avenue Sewer Main Replacement Construction (CMAR)

Lincoln Drive Waterline Replacement

12 Residential Arsenic Treatment Well Sites

#### City of Phoenix and Bureau of Reclamation

Reach 11 Recreation Master Plan and EIS

#### City of Scottsdale

Indian School Road and McDonald Drive Concept Design Study

Desert Greenbelt Project

Central Arizona Project (CAP) Zone 2 Pipeline and Reservoir Alignment and Siting Project

Water Campus Project

CAP Water Treatment Plant Expansion Project



#### Clark County, Nevada

Clark County Critical Infrastructure Assets Report

2006/2007 Annual Report

## Clark County Department of Comprehensive Planning – Nuclear Waste Division

Impacts on Undeveloped Land Market in Clark County, Nevada Related to the Shipments of Nuclear Waste

Moapa Valley Community Profile and Vision Plan

Compilation of Papers: Integrating Intelligent Transportation Systems (ITS) Public Safety, Security and Emergency Management Symposium II – June 2005

The Clark County Monitoring System – An Early Warning Indicator System for Clark County, Nevada

Draft Clark County, Nevada Regional Emergency Operations Center Feasibility Study

Radioactive Waste Transportation State Laws

Hazardous Commodity Flow Study - Truck

Hazardous Commodity Flow Study - Rail

An Update of the Projected Fiscal Impacts on Clark County and Local Governmental Public Safety Agencies Resulting from the Transportation of High-Level Nuclear Waste to Yucca Mountain

#### **Dine Power Authority**

Navajo Transmission Project EIS

#### **Doctoral Dissertations**

/rimary Care Providers' Approaches to Mental Health Care for Socially and Economically Disadvantaged Adults with Chronic Disease. Carol Ann Darr. University of Colorado at Denver, 2005

Environmental Justice in Arizona: A Case Study. Shankara Babu. Arizona State University, 2010

#### El Paso Electric

East El Paso County Facility Location Study

#### Florida Department of Transportation

Public Information Plan for HOV Lane Development

#### Harquahala Generating Company, LLC

Harquahala Generating Project EA and CEC Application (with Arizona Corporation Commission)

#### **IXC Carrier Group**

Las Vegas to Phoenix Fiber Optic Line EA (with WAPA, BOR, and BLM)

#### marchFIRST

Winning e-commerce Proposal

#### MCDOT

El Mirage Road Corridor Study

#### **Nevada Association of Realtors**

NVAR State of the Industry Report 2006

#### Nevada Critical Infrastructure Protection Program – Silver Shield

Las Vegas Strip Vulnerability Assessment

#### **Nevada Office of Homeland Security**

Nevada Critical Infrastructure Protection Plan

#### **Phelps Dodge Corporation**

Morenci District Mining Operation Aquifer Protection Permit Application

Dos Pobres/San Juan Aquifer Protection Permit Application

#### Pima County, Arizona

Sendero Pass Construction Impacts Report

#### Salt River Project

RS 16 Siting Study and CEC Application

Navajo Scrubber Project

## Southern California Edison and California EPA Department of Toxic Substances Control

Long Beach I Former Manufactured Gas Plant Site

Long Beach II Former Manufactured Gas Plant Site

Santa Barbara I Former Manufactured Gas Plant Site

General Electric Apparatus Service Shop RCRA Permit Renewal

#### Southern Ute Indian Tribe

EIS for Oil and Gas Development on the Southern Ute Indian Reservation

#### State of Nevada

Lottery Projection and Impact Analysis

#### Stirling Energy Systems

Company Web Site Development

#### Tessera Solar

Company Web Site Development

#### US Department of Defense

Fort Carson Army Installation Restoration Advisory Board (RAB)

Fort Carson Army Installation RCRA 101-site Total Site Cleanup and RCRA Permit

Fort Missoula RAB

Fort Douglas RAB

Rocky Mountain Arsenal Integrated Endangerment Assessment/Risk Characterization in Compliance with CERCLA

Rocky Mountain Arsenal Clean-up Expo

Barry M. Goldwater Range Renewal Legislative EIS

Marine Corps Air Station Miramar Integrated Natural Resources Management Plan

#### **US Department of Energy**

Decommissioning and Decontamination Manual

#### Yavapai County

Great Western Extension

SR 89 Wickenburg to Congress



## References

Client references are included on the Proposer's References form in the "Required Forms" section of this proposal.

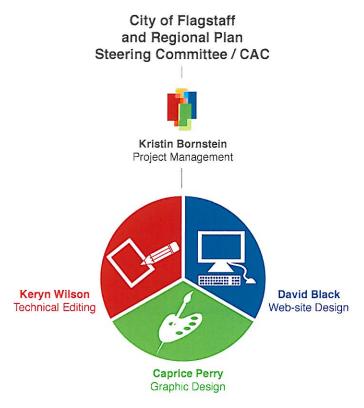
## Organizational Capacity

Central Creative employs six full-time communication professionals and three part-time employees on an as-needed basis. The team for this project would be led by Kristin Bornstein, who will provide higher-level oversight and quality control for the core team.

Our core team will consist of Keryn Wilson as technical editor, Caprice Perry as graphic designer, and David Black as web designer. These three individuals will commit the bulk of their time (as budgeted by Phase below) to preparing the various drafts of the document and developing the companion web-site.

Aside from these four individuals, Central Creative's remaining staff will be available to assist if we believe it necessary to make a deadline or provide a unique service at any given time. More importantly, our additional staff will be available to look at the draft Plan and web-site as members of "the public" which will be helpful for our editing and design team to gain that perspective throughout the process.

Our team for this project is organized as follows:







### Kristin Bornstein

Kristin is co-founder and principal of Central Creative and has more than 20 years of experience coordinating stakeholder involvement for government and public-sector infrastructure-related projects. She has convened and facilitated working groups, workshops, meetings, technical advisory committees, and special events involving all types and levels of stakeholders including federal, state, regional, county, and local government entities; private and community-based organizations; special interest groups; and the public.

Kristin began working as a technical editor in 1991 and has built her entire career in communications on the basis of that experience. Currently, she is leading efforts to develop branding and messaging and associated collateral pieces as well as assisting with public outreach efforts for the Flagstaff Regional Plan as it is presented to the public for voter approval and ratification.

Kristin is a strong and capable project manager, ensuring that tasks and deliverables are clearly identified and that timelines are met. While her recent project experience lies largely in the planning and development phase, Kristin has deep experience across all project phases and oversees all projects and business activities of Central Creative.



Member: APWA, WTS, IAP2; IAP2-Certified Participation Specialist

BA, 1991, Political Science/ Journalism Metropolitan State College, Denver. CO



### Keryn Wilson



Keryn is a technical writer, editor, and public information specialist in addition to her responsibility as Director of Operations. She has been responsible for the daily operations of the firm since 2003, which includes project billing, partner-vendor relationships and managing the firm's contracts and project budgets.

Throughout her 16-year career, Keryn has assisted in the preparation, coordination, and quality assurance/quality control of various public information, environmental, and engineering documents. She specializes in documents prepared to comply with the National Environmental Policy Act of 1969 (NEPA), including environmental assessments and environmental impact statements, and has assisted in compiling and editing dozens of NEPA documents for projects of all sizes.

Keryn is familiar with documentation in support of numerous other federal, state, and local environmental regulations. She also has written newsletters, fact sheets, video scripts, and media releases in support of a variety of environmental projects for diverse audiences.



BA, 1999, English Arizona State University, Tempe, AZ





## Caprice Perry



Caprice provides in-house graphic design expertise that illuminates project messaging beyond the written word, captivating audiences on a visual level. She has designed graphics and logos for major public involvement initiatives such as the ADOT Long Range Transportation Plan- What Moves you Arizona and Building a Quality Arizona, as

well as the Cities of Flagstaff, Kingman, and Phoenix. Caprice has also developed brochures for the Arizona Wine Growers Association and Good Gear's line of athletic apparel.

In addition to her design specialty, she is involved in many aspects of public involvement and community outreach including copywriting, coordination of public events, and project documentation. She also assists with firm marketing and strategic proposal efforts. Caprice is uniquely talented at seeing the power of communication in all forms to stimulate positive growth and change.



BA, 2010, Public Relations and Communication Design University of Southern California, Los Angeles, CA



### David Black



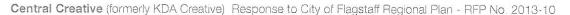
David Black has worked in the local architecture and engineering industry for nearly 17 years and has worked with Central Creative for 11 years. He provides communication services in print and multi-media formats to corporations, public agencies, and industry organizations. David specializes in providing comprehensive communication strate-

gies by seamlessly integrating visual and verbal communication in print and online to most effectively communicate to a target audience.

David has been creating and maintaining websites and other communication media for over 15 years. When creating a website, he focuses on clear navigation and information structures that are intuitive for the visitor. David uses include HTML5, CSS2 and 3, PHP, Javascript, and jQuery and jQuery UI. Perhaps most importantly, he understands these technologies' differing levels of integration in the various browsers and takes steps to ensure cross-browser compatibility for all sites he designs and with the increase in web browsing using different devices, he understands the importance of responsive design to format each page according to the screen size of the viewer's device.

David has worked on public information and involvement campaigns for several Arizona and California agencies, collaborating with the agency involved to make sure that his communication materials properly address the agency's concerns and issues, as well as those of the target audience. David is bilingual in English and Spanish and is able to work in both languages to deliver a message to Arizonans of either background.





## Technology Requirements

Any application associated with the web-site will be web-based and accessible from any computer, regardless of operating system.

Many of the site's visitors will be accessing the site from different devices. The site will be built using principles of responsive design, meaning that different styles will be used to render the site's pages, depending on the screen size of the device used.

While we realize that web-site hosting will be handled separately outside of our budget for this project, we are knowledgeable about numerous hosting plans and will be happy to advise the City regarding hosting options as the web-site is developed.

## Budget and Schedule

We anticipate that, while each phase of the project as defined in the project schedule is approximately three months in length, that a good portion of the work will be focused in Phase I, including the first comprehensive edit, design of all graphic elements and identity, and development of the web-site including site architecture and associated content. As such, we have assumed that approximately 50 percent of the work will occur during this phase, with 30 percent of work occurring in Phase II and the remaining 20 percent of work occurring in Phase III. The hourly breakdown would be as follows:

#### Phase I

Project Manager	40 hours	X	\$75 per hour	= \$3,000
Technical Editor	172 hours	X	\$50 per hour	= \$8,600
Graphic Designer	172 hours	X	\$50 per hour	= \$8,600
Web Designer	172 hours	X	\$50 per hour	= \$8,600

#### Phase II

Project Manager	32 hours	×	\$75 per hour	= \$2,400
Technical Editor	100 hours	X	\$50 per hour	= \$5,000
Graphic Designer	100 hours	×	\$50 per hour	= \$5,000
Web Designer	100 hours	X	\$50 per hour	= \$5,000

#### Phase III

Project Manager	20 hours	X	\$75 per hour	= \$1,500
Technical Editor	68 hours	X	\$50 per hour	= \$3,400
Graphic Designer	68 hours	X	\$50 per hour	= \$3,400
Web Designer	68 hours	Х	\$50 per hour	= \$3,400

#### Total Project Budget: \$57,900



## Contingency Plan

As noted previously, Central Creative employs six full-time and three as-needed staff, and we have access to a pool of writers and designers as necessary to help us through any situation where we feel it might benefit our client to use those resources. We are committed to completing this project on time and within budget and we are confident that the core team we have assigned for this project can do so.





## F. Value and Pricing Structure

Central Creative's Fixed Fee/Price form is included in the "Required Forms" section of this proposal for evaluation by the City of Flagstaff.





## **FIXED FEE/PRICE**

Firm Fixed Fee/Price: \$ 57,900

### PROPOSER'S REFERENCES

- **1. REFERENCES.** Proposers shall submit references for municipal projects that are comparable in size, complexity, and scope of work sought by this RFP.
  - The references should also demonstrate the Proposer's experience with the organizing of festival related events, especially with regard to what is being proposed in the Scope of Work outlined in this RFP document. The histories of such projects that they have completed, firm resumes and resumes of key personnel should also be included, as well as other information believed to demonstrate the indicated types of experience.
  - All references should include the name, title, telephone number of both the current owner of the project and the owner of the project at time of work effort. Specific reasons for using the reference must also be provided.

reference must also be provided.	
Firm/Government Agency Name: Maricopa Association of Governments	
Contact Person: Tim Strow	Phone: (602) 254-6300
Title: Transportation Planner	Fax: (602) 254-6490
Address: 302 N. 1st Ave. Phoenix, AZ 85003	E-Mail Address: tstrow@azmag.gov
	Reason for Selecting as Reference: Current, relevant experience
Date, Project Size, Budget, Complexity, Scope and Durati	on, Attendance and Reviews of the Event:
Developed persuasive graphic pieces showing economic development opportunities related	
to freight shipments. Ongoing in 2012 with an initial budget of \$24,000.	
Firm/Government Agency Name: Arizona Department of Transportation	
Contact Person: Jennifer Toth	Phone: (602) 882-8632
Title: State Engineer	Fax: (602) 712-8315
Address: 206 S. 17th Ave., Room 131A MD 102A Phoenix, AZ 85007	E-Mail Address: jtoth@azdot.gov
	Reason for Selecting as Reference: Recent relevant experience
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:  Provided communications and public outreach services on numerous projects since 2003 including SR 179 Planning, Design and Construction; Building a Quality Arizona, State Long-Range Transportation Plan, and Planning to Programming Link. Projects have been of varying budgets.	
Firm/Government Agency Name: Arizona Department of Transportation	
Contact Person: Teresa Welborn	Phone: (602) 712-7399
Title: Public Involvement/Partnering Director	Fax: (602) 712-7855
Address: 1655 W. Jackson St., MD 126F Phoenix, AZ 85007	E-Mail Address: twelborn@azdot.gov
	Reason for Selecting as Reference: Recent relevant experience

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:

Providing on-call public outreach and communication services on more than 100 specific task orders since 2006 including editing, graphic design and web-site design for planning and construction projects statewide. Ongoing with varying project budgets.

Firm/Government Agency Name: City of Phoenix Water Services Department	
Contact Person: Aimee Conroy	Phone: (602) 534-2976
Title: Superintendent	Fax: (602) 534-3695
Address: 200 W. Washington St., 9th Floor Phoenix, AZ 85003	E-Mail Address: aimee.conroy@phoenix.gov
Phoenix, AZ 65005	Reason for Selecting as Reference: Recent relevant experience

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:

Providing on-call and project-specific public outreach and communication services since
2001 including developing the Department's public involvement guidelines for use by
Department staff and consultant teams. Ongoing support with varying project budgets.

Firm/Government Agency Name: Partners for Strategic Action	
Contact Person: Peggy Fiandaca	Phone: (480) 816-1811
Title: President	Fax: (480) 816-1813
Address: 13771 N. Fountain Hills Blvd. Suite #114-360	E-Mail Address: psainc@cox.net
Fountain Hills, AZ 85268	Reason for Selecting as Reference: Recent relevant experience

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:

Assisted with technical editing and graphic design for a grant submittal produced on behalf of the Arizona Wine Grower's Association. 2011. Work provided pro bono.

## **EXCEPTIONS, CONFIDENTIAL AND ADDITIONAL MATERIALS**

Proposers shall indicate any and all exceptions taken to the provisions or specifications in this solicitation document.

Exceptions (mark one):

X No exceptions
Exceptions taken (Describe. Attach additional pages if needed)

Confide	ential/Proprietary Submittals (mark one):
X	No confidential/proprietary materials have been included with this offer
	Confidential/Proprietary materials included. Proposers should identify below any portion of
	their offer deemed confidential or proprietary (see Standard Terms and Conditions, section
	titled Confidential Information). Identification of such materials in this section does not
	guarantee that disclosure will be prevented but that the item will be subject to review by the
	Proposer and the City prior to any public disclosure. Requests to deem the entire offer as

Additional Materials submitted (mark one):

\_\_\_\_\_\_\_ No additional materials have been included with this offer

\_\_\_\_\_\_ Additional Materials attached (Describe. Attach additional pages if needed)

confidential will not be considered.

## **PROPOSER QUESTIONAIRE**

Company Legal/Corporate Name: Central Cre	ative, LLC
Doing Business As (if different than above):	
Address: 5025 N. Central Ave. #479	
City: Phoenix State: _ Phoenix	Zip: 85012 -
Phone: (602) 368-9644	Fax: (602) 368-9645
E-Mail Address: kristin@centralcreativeaz.com	Website: www.kdacreative.com
Taxpayer Identification Number: 46-0934269	1404H12 2 2 2
Remit to Address (if different than above):	
Address:	
City: State:	Zip:
Contact for Questions about this proposal:	
Name: Kristin Bornstein	Fax: (602) 368-9645
Phone: (602) 368-9644	E-Mail Address: kristin@centralcreativeaz.com
Day-to-Day Project Manager (if awarded):	
Name: Kristin Bornstein	Fax: (602) 368-9645
Phone: (602) 368-9644	E-Mail Address: kristin@centralcreativeaz.com
Sales/Use Tax Information (check one):  Proposer is located outside Arizona (The Care Revenue)  X Proposer is located in Arizona (The Offero to the appropriate taxing authorities) State Sales Tax Number:  N/A  City Sales Tax Number:  N/A	City will pay use tax directly to the AZ Dept of r should invoice the applicable sales tax and remit  City of:, AZ  ncy:

Credit References: Provide the name and telephone number of at least three organizations that your company deals with on an on-going basis.

A. Company Name_Degraffics.com
Contact & Phone Number Jeannette Brandt (623) 869-6720
B. Company Name Sunshine Computer Solutions
Contact & Phone Number Leon Heyns (602) 284-4719
C. Company Name_Answer Phoenix
Contact & Phone Number Tracey Byrom (602) 248-8080
Insurance - Name of insurance agent that will provide the specified coverages.
Bruce Schmitz, Stuckey Insurance (602) 279-9336
List any other information that may be helpful in determining your qualifications including sub-contracts to be utilized, if any.
N/A

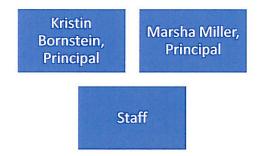
Additional Information required: \*Please see following page for additional information

- a. Year firm was established (include former firm names and year each applied).
- b. Identify the country and state in which the firm was incorporated or otherwise organized.
- c. Type of ownership and parent company and subsidiaries, if any. Include dates of any corporate mergers and/or acquisitions including all present and former subsidiaries with dates of any and all re-structuring since the founding date.
- d. A narrative description and organization chart depicting the management of the Proposer's organization and its relationship to any larger business entity.
- e. A description of the overall operations of the Proposer, the number and scope of other projects currently ongoing or set to begin in the near future.
- f. A narrative description of Proposer's familiarity with and prior operating experience in Arizona or the Southwestern United States.
- g. Provide, at Proposer's option, any additional information not specifically listed above which demonstrates the qualifications of the Proposer to perform the scope of work specified in this RFP.

#### PROPOSER QUESTIONAIRE

#### Additional Information Required

- a. Year firm was established (include former firm names and year each applied).
  - Central Creative, LLC was established in September 2012 by principals Kristin Bornstein and Marsha Miller, previously of KDA Creative, LLC which they established in May 2001.
- b. Identify the country and state in which the firm was incorporated or otherwise organized.
  - Articles of Organization for Central Creative were filed in Maricopa County, Arizona, United States of America, on September 10, 2012.
- c. Type of ownership and parent company and subsidiaries, if any. Include dates of any corporate mergers and/or acquisitions including all present and former subsidiaries with dates of any and all re-structuring since the founding date.
  - Central Creative is a sole business entity with no parent company or subsidiaries.
- d. A narrative description and organization chart depicting the management of the Proposer's organization and its relationship to any larger business entity.
  - Central Creative is managed by principals Kristin Bornstein and Marsha Miller, with no relationship to any larger business entity. Our organization is illustrated below:



e. A description of the overall operations of the Proposer, the number and scope of other projects currently ongoing or set to begin in the near future.

Central Creative is an Arizona-based full service creative communication agency offering writing and editing, graphic design, web-site design, stakeholder involvement and event management throughout Arizona. We address communication and relationship-building needs associated with community development and public infrastructure planning, development, construction and operation for transportation, transit, rail, water, sewer, power, recreation, and flood control.

In the near future, Central Creative will have approximately six projects under contract ranging in scope from a small community notification project lasting less than six weeks to a larger, program management project for a local municipality scoped over several months. In addition, staff continue to perform services on behalf of former company KDA Creative until such contracts (approximately 40) are complete (estimated in 2013).

- f. A narrative description of the Proposer's familiarity with and prior operating experience in Arizona or the Southwestern United States.
  - Central Creative is an Arizona-based company whose staff have completed work throughout the state of Arizona (with 63 of the 91 cities and towns in the state) as well as in Nevada, California, Colorado, Utah, and New Mexico. At this time 100 percent of our work is being performed in the state of Arizona.
- g. Provide, at Proposer's option, any additional information not specifically listed above with demonstrates the qualifications of the Proposer to perform the scope of work specified in this RFP.
  - Central Creative has no further information at this time than what is presented throughout this proposal in terms of our qualifications to perform the scope of work specified in this RFP.

## APPENDIX B PROPOSER DISCLOSURE FORM

### Information required to be solicited pursuant to City Code Section 1-20-001-0004.D

In accordance with City Code Section 1-20-001-0004, all Proposers are required to complete and sign the following checklist. For any item checked YES, you must provide as complete an explanation as possible on one or more attached sheets, including dates, company name(s), enforcing authority, court, agency, etc. Answering YES to one or more questions does not necessarily mean that you will be disqualified from this Proposal. HOWEVER, FAILURE TO PROVIDE TRUE AND COMPLETE INFORMATION MAY RESULT IN DISQUALIFICATION FROM THIS PROPOSAL AND OTHER CONTRACTS FOR THE CITY OF FLAGSTAFF. A copy of City Code Section 1-20-001-0004 may be obtained from the City of Flagstaff Purchasing Department.

Has your company or any affiliate\* of your company, in the past 5 years, (i) had a permit revoked or suspended, (ii) been required to pay a fine, judgment or settlement of more than \$100,000, (iii) been convicted of a criminal offense (including a plea of guilty or *nolo contendere*), (iv) been found in contempt of court, or (v) been debarred, disqualified or suspended from submitting proposals on public contracts, as a result of or in connection with any of the following:

<ol> <li>Any offense indicating a lack of business integrity or honesty, including fraud, bribery, embezzlement, false claims, false statements, falsification or destruction of records, forgery, obstruction of justice, receiving stolen property, theft, or price fixing, Proposal rigging,</li> </ol>	
restraint of trade or other antitrust law violation?	YES NOX
2. Violation of the terms of any public contract?	YES NOX
3. Failure to pay any uncontested debt to any government agency?	YES NOX
4. Violation of any law or regulation pertaining to the protection of public health or the environment?	YES NOX
*An "affiliate" of your company means any person, company or other entity example, through stock ownership by family members), controls, is controll with, your company.	
I hereby verify that the foregoing information, and any explanation knowledge, true and complete.	attached are to the best of my
Signature Principal Title	October 1, 2012  Date

## **NON-COLLUSION AFFIDAVIT**

State of_AP-170NA )	
County of MAPICOPA ) ss.	
Kristin Bornstein	, affiant,
states that I am the Principal (Title)	
OfCentral Creative, LLC	
(Contractor/Proposer) and I am authorized to make this affidavit on behalf of my firm, and its or directors, and officers. I am the person responsible in my firm for the pri amount of this bid.	
I state that:	
a. The price(s) and amount of this bid has been arrived at independently consultation, communication or agreement with any other contractor, potential bidder.	
<ul> <li>b. Neither the price(s) nor the amount of this bid, and neither the approximates amount of this bid, have been disclosed to or person who is a bidder or potential bidder, and they will not be disbid opening.</li> </ul>	any other firm
c. No attempt has been made or will be made to induce any firm or per- from bidding on this contract, or to submit a bid higher than this bid, any intentionally high or noncompetitive bid or other form of complem	or to submit
d. The bid of my firm is made in good faith and not pursuant to any agree discussion with, or inducement from, any firm or person to submit a correct or other noncompetitive bid.	eement or
e. Central Creative , its affiliates, subsidiaries, off and employees are not currently under investigation by any government and have not in the last four years been convicted or found liable for prohibited by state or federal law in any jurisdiction, involving conspicuous collusion with respect to bidding on any public contract.  Principal	nental agency any act racy or
(Title) Subscribed and sworn to before me	
this	
	NOTARY PUBLIC

OFFER TO THE CITY OF FLAGSTAFF:
The undersigned hereby offers and agrees to furnish the material, service, or construction in compliance with the RFP Package. Signature also certifies understanding and compliance with "Certification" as defined in Article 1 of the "Standard Terms and Conditions" of this Agreement.
For clarification of this offer, contact:
Name: Kristin Bornstein Phone: (602) 368-9644 Fax: (602) 368-9645
Company Name: Central Creative, LLC
Address:5025 N. Central Ave. #479
City, State, Zip: Phoenix, AZ 85012
Signature of Person Authorized to Sign Offer Title
Kristin Bornstein October 3, 2012 Printed Name Date



### **CITY OF FLAGSTAFF**

# Addendum Number One Flagstaff Regional Plan Technical Editing, Graphic Design and Web-site Design RFP NUMBER 2013-10

Please be advised that this Addendum is a consolidated list of all the questions asked pertaining to RFP No. 2013-10:

### RFP Scope Content:

- 1) Is there a specific date when the updated website needs to "go-live"? It would be beneficial to have a website go-live the same day the draft document is made public. That will most likely be February 1<sup>st</sup>, 2013.
- 2) Can you provide any information on the existing content management system (CMS) that is used for the current Flagstaff Regional Plan website? (<a href="http://www.flagstaff.az.gov/regionalplan">http://www.flagstaff.az.gov/regionalplan</a>)? We use Civic Plus who manages the web site. Individuals within the city post items to the website to keep it updated. The Flagstaff Regional Plan website is merely one page of the City of Flagstaff's website, with document links.
- 3a) On RFP, page 19 section (a)iii under **Web Designer**. "A section which enables City and County staff to input data and produce an annual report; measurements based on those agreed upon by the CAC". Given that the technical requirements for this task could vary widely can you provide further clarification on what this may resemble? (how often would data be entered? by how many unique users? what are some example measurements that you anticipated to be included?) The idea is to have a location on the website which tracks numbers, input by two or three key city / MPO staff personnel, quarterly or annually. It must be in a graphical manner in which the general public can understand what is being measured, and can ascertain if certain policies are being successfully implemented or not. For examples, please see: <a href="http://dashboard.surrey.ca/">http://dashboard.surrey.ca/</a>; <a href="http://www.bouldercolorado.gov/index.php?option=com">http://www.bouldercolorado.gov/index.php?option=com</a> content&view=article&id=15557&Itemid=5269.
- 3b) When the request states "produce an annual report" could you further elaborate? The Comprehensive Planning Manager for the City of Flagstaff is responsible for producing an annual report to City Council which outlines how the policies have or have not been implemented throughout the various city departments as well as through development projects. If the data can be incorporated into the website at regular intervals, such as outlined in question 3a) above, then the annual report becomes manageable and comprehensive. The idea is that the website is a TOOL for tracking and recording progress. The actual report will be produced by city staff.
- 4) On page 16 of the RFP, Item 3. Phase III states that the Final Draft, Draft IV will be "printed in the fall of 2013;" however page 20 Phase III states that the "Final Draft IV will be printed

July 2013." What is the date for final print of the Final Draft IV? After City Council and the County Board of Supervisors adopt the plan- the final draft will include THEIR recommended amendments (changes) and will then be going to the public. The Council and Board of Supervisors will most likely be done with adoption by their deadline, which is October 2013.

### **RFP Proposal Response Content:**

- 5) On page 5 of the RFP, Regarding item 2h Preparation of Proposal, "Maximum proposal length including title page, cover letter, proposal, qualifications and budget shall not exceed 30 pages." Does this 30-page count exclude the tabbed section/divider pages? No, the dividers will not be included in the 30-page document count, unless the said dividers are full of information and can be considered part of the proposal package. In that case, they will be counted.
- 6) Do sub consultants to the prime have to provide the following forms:
  - Proposer's references (p.24 of RFP) YES
  - Appendix B, Proposer Disclosure Form (p.34 of RFP) YES
  - Non Collusion Affidavit (p.35 of RFP) YES
- 7) Does the inclusion of two 11x17 folded pages for the budget and schedule count as 2 pages, or 4? 2 folded pages will be counted as 2 pages.
- 8) Is it possible for a firm to bid on one part of the project (i.e. technical editing or website)? NO we will only accept full proposals. If your firm produces one part of the project, it is expected that you will team up with other firms who produce the other parts. The City must work with a full team, and there must be one designated lead person. Otherwise it would be pure chaos.
- 9) Is the budget stated in the RFP the budget for all three phases of this project? YES. The proposal states "The City of Flagstaff has allocated \$55,000 60,000 for this project (Phase I, II and III all three SECTIONS). Web hosting will be addressed separately. Please outline how your team/firm would budget by phase. Include time and materials estimates."
- 10) The RFP states, "A section which enables City and County staff to input data and produce an annual report; measurements based on those agreed upon by the CAC." Can you please elaborate on this functionality? Please see answers to 3a) and 3b) above.
- 11) Will the website be required to integrate with any internal or third party systems or databases for the purpose of importing information to or from the website? YES the website must link or be linked to the City of Flagstaff website, and the City's GIS department will be producing the maps and interactive mapping platform. The website produced for the Regional Plan can either a) link to the mapping platform; or b) host the mapping platform directly onto the new website, but this must be fully available to the City's GIS department for regular data updates.
- 12) One key question to ask related to the software we would like to propose as part of our solution. The RFP states "This is a public domain project; no proprietary software will be allowed". We fully understand what this means, however in the past we have seen this in RFP's and still proposed our solution with success. The solution we would be proposing is proprietary, and before submitting our response we want to be respectful of the evaluation committee's time and ensure it would be accepted. Can you confirm if there is any flexibility on the proprietary software requirement, or is this a 100% must have? As long as the software can be updated and maintained in-house here at City Hall by city staff it would be considered.

- 13) If the RFP due date is Oct 3, when do you expect the Contract to be awarded? Assuming there is some negotiation and contract fine-tuning after the award, when do you expect the Contract to be signed? (We are trying to estimate when the actual work can begin.) The City of Flagstaff is hoping the negotiated contract may go to the October 16<sup>th</sup> or 30<sup>th</sup> City Council meeting for approval. Work would begin in November, as the first public release draft is due end of January, 2013.
- 14) RFP refers to a deadline of "Dec 2012" for Phase I. Does this mean Dec 31, 2012 or another date? The Regional Plan Citizen Advisory Committee (CAC) would like to review a preliminary DRAFT of the Phase I document to give the editor feedback before it is released to the public. It is assumed the public release draft will go out February 1<sup>st</sup>, 2013.
- 15) Will all the chapters and appendices from Draft I be provided at the time of the awarding/signing of the Contract? All draft documents, appendices and background information is available to the public at this time <a href="https://www.flagstaff.az.gov/regionalplan">www.flagstaff.az.gov/regionalplan</a>. Updated drafts will be provided as they are completed. It is anticipated that the final chapter "Land Use Element" will be completed December 2012.
- 16) Will all maps and charts be completed and supplied at the time of the awarding/signing of the Contract in order for the Consulting Team to begin working on them immediately? No, all maps and charts are not complete at this time, as the group is still finishing certain chapters. All maps and charts currently being used are part of the DRAFT Regional Plan available on the City's website. It is assumed the Graphic Design arm of the editing team will have suggested visual changes to the maps, and may very well want to make all new graphs and charts using existing and available data. New charts, graphs and photos may want to be developed, but the city staff planning team will provide all data and GIS maps.
- 17) Will all the available photographs be supplied to the Consulting Team at the time of the awarding of the Contract? Yes, city staff has a file of photos taken by staff that may be used. Northern Arizona University Graphic Communications class has provided over 500 professional photos, stored on a Flicker account. We are free to use these photos, the mandate being to cite the photographer. IF additional photos are deemed necessary, we may be able to go back to the same professor and ask for more with specifics as to what is desired. That should probably happen in November, 2012.
- 18) Will every edit that will be incorporated into Draft II (Phase 1) be provided to the Consulting Team at the time of the awarding/signing of the Contract, and edits after that point will not be considered until Draft III (Phase 2)? Or will edits for Draft II continue to be supplied to the Consulting Team throughout Phase 1? Edits for Draft II (to be printed Jan/Feb 2013) will be provided to the editing team via :1) Editing spreadsheet city staff is compiling from all public comment, CAC meeting minutes and submitted written suggestions from boards and commissions. We have set the deadline for these edits as November 2, 2012. 2) Core Planning Team and CAC will submit suggested technical edits to editing team throughout the process, with a deadline for final edits set by the editing team. The CAC and planning staff would like to review the mock-up draft of the public release Regional Plan in January, and allow for some comments at that time. The public release draft (Draft II Phase I) will most likely be published and released early February, 2013. We will work as a team to adjust deadlines but remain within a framework to meet the ballot deadline of March 2014.

- 19) If City staff is late in providing the necessary edits, documents, maps, photos, data, etc to the Consulting Team during Phase 1 (or subsequent phases) will the phase deadline(s) be adjusted accordingly? See answer to 18).
- 20) The bulk of the Editing, Graphic Design, and Website Design will need to be completed in at best, two months (Nov & Dec 2012) to make a printing and website launch date of January 2013. Taking into consideration the fact that meetings and feedback from staff and others are deemed necessary and vital, and the fact that there are two major holidays within that period, we have serious concerns about the timeframe outlined in the RFP. Is there room for any flexibility in the deadlines and timeframes, particularly for Phase I? The public will need to review a public release draft by February, 2013 allowing them 60 days to review. The editing team and planning staff will work as a team to produce the public release draft by that time.
- 21) The edited plan will need to receive legal review from the City Attorney's office, and legal counsel edits will be incorporated into the document. When will that happen? Legal review will be concurrent with public release draft and will take 60 days. February April 2013.
- 22) According to the Scope of Work, the staff will be taking editing suggestions for Draft I from September to December 2012, and those edits will be considered and then those accepted by the CAC will be added to the editing spreadsheet to be incorporated into Draft II. When will the edits be considered by the CAC? The editing suggestion spreadsheet will be presented to the CAC monthly, with those edits pertaining to policy language highlighted or flagged for CAC discussion. The CAC will not discuss suggested edits that pertain to background information, clarification or grammatical issues. Those are preview to the technical editor and planning staff.
- 23) The timeline for Phase I is particularly ambitious, given that the majority of the editing, graphic design and web design work would need to be finished by December 2012, and work likely could not begin until mid-to-late October. Add to this the layers of review that will need to happen along the way, before going to print in Jan 2013. To ensure that this timeframe is realistic, can you provide in greater detail the project milestones & reviews that need to be accomplished in Phase I and by what approximate dates, including the various layers of staff review? This is a detailed schedule we will work out with the editing team. Planning staff is conducting major internal department and commission reviews at this time, giving everyone a deadline of November 2<sup>nd</sup> for input. Staff has been compiling a suggested edits spreadsheet for some time, and will continue to maintain that. The editor will work from the existing document, and incorporate edits from the spreadsheet, collaborating with planning staff. There will be one point of contact with planning staff the project manager. The project manager will carefully use the full planning team and CAC to get reviews completed quickly and efficiently. A preliminary legal review will be part of the staff review. A full legal review will be provided concurrent with public review (Feb / March 2013).
- 24) In Phase I under the Web Designer section (a)(i), the RFP states that "the City's GIS department will develop the maps, and mapping inter-face." What do you mean by mapping interface? Is GIS going to develop a web module or plug-in that the Consulting Team will be able to copy and paste onto the website, or will the Consulting Team be developing the "web interface" to display the GIS maps? Please clarify what GIS will be providing, and what you will need from the Consulting Team for this section. The City's GIS will host, on a city-owned domain, all maps and GIS layers with our GIS engine and server. It is anticipated that input from the technical editing / graphic design team will be accepted to improve the look and public

- use of this map site. The design team can provide (via Flash or Adobe) flex skins to incorporate into this. Examples can be provided. IF the consultant team wishes to host the interactive GIS mapping directly on the website they develop for the Regional Plan, they will have to provide their own mapping solution using data provided by the city.
- 25) The RFP states that you would like to develop a data input section. Please give additional clarity on what needs to be accomplished here by the Consulting Team and the objectives you are hoping to meet. Please see answer to 3a) above.
- 25a) What kind of data will be collected on the website? The CAC has developed community indicators or metrics, which they would like to keep track of. For example, how much energy consumption annually per household average; what is the average vehicle miles traveled (VMT) per resident; what percentage of urban streets are complete streets? The data for these indicators has been developed / is being developed by the planning staff and will be updated by planning staff. The data needs to be easily input into the website, with easy to understand graphics for the general public to understand the outcomes. Please see: <a href="http://dashboard.surrey.ca/">http://dashboard.surrey.ca/</a> as an example.
- 25b) How will your staff be inputting the data (i.e. through input forms, or uploading spreadsheets, etc.)? How would you like to store the data (i.e. in a server database, or on a remote database, or something else)? Inputting and storing data will be at the web designer's discretion. Please just make it easy for us to use and understand.
- 25c) Is security of the data important? The reliability and accuracy of the data is important. These are aggregate numbers, so people cannot pinpoint names or address, etc.
- 25d) What do you plan to do with the data after it is collected? Will the Consulting Team need to create interfaces for interacting with the data, and will you need to make reports, display charts, or export the data into other formats? The data will be used as a tool to measure success over the years, to produce an annual report (the outputs will be used, planning staff will produce the actual report); graphs and/ or charts will be necessary please see: <a href="http://dashboard.surrey.ca/">http://dashboard.surrey.ca/</a> as an example.
- 26) In Phase I under the Web Designer section (e), the RFP states that you would like to use a "compatible web platform". Please elaborate on what you mean by a "compatible" platform. Compatible platform is referring to the mapping site. If the consultant plans on hosting or integrating the mapping portion of the website, the consultant will need to be able to consume ArcGIS server services. If the consultant agrees with the City hosting the mapping website and wants input into the design of that mapping website, design must be compatible with Adobe Flash builder.
- 27) The deadline for submitting questions regarding the RFP is Sept 25. When should we expect to receive answers to the questions? We are concerned that there will be little time to evaluate your answers then develop and submit a proposal. Answers will be provided September 27<sup>th</sup>. Proposals are due October 3, 2012.
- 28) Can you clarify what is meant on page 19 of the RFP, bullet "e" under Web Designer "compatible web platform"? We would assume that anything developed for the web would be compatible with all browsers, unless this is referring to something else. Please see the answer to 26) above.

- 29) Will we be developing a content management system (CMS) so that the City can make changes and maintain the site once it's developed and this project is complete? If so, does the City have a preferred CMS platform? (Please note that this is not the same as the data entry and management tool that we understand we would develop for City staff as part of the scope of work.) Please see the answer to 2) above. The staff is not interested nor has resources in changing or maintaining the site, merely the data and outputs.
- 30) In the pre-proposal meeting it was mentioned that the Land Use section of the document is still being developed. What other section(s) are still in the development stage and should we assume that those sections would be complete and ready for editing upon award of contract? The 'Economic Development' and 'Cost of Development' is being completed. 'Circulation and Bicycles' and 'Public Facilities' has been drafted but must go through CAC review; the Land Use element is the only element, or chapter, that is not complete. It is anticipated that it will be completed by December 13, 2012.
- 31) Will the editing spreadsheet that is being managed by City Planning Staff be made available first thing to the editor to begin with Draft II (Phase I)? How many iterations of this spreadsheet should be expected during the each phase one at the beginning of each draft? More versions throughout? Yes the spreadsheet is available immediately; the editing spreadsheet will be updated monthly. The editing team will incorporate suggested edits for each phase during the process. An agreed upon deadline for any additional edits / reviews will be established by the editing team and planning staff that works with the consultants needs.
- 32) Is it correct to assume that the timeframe for Phase I as described on page 18 of the RFP can be amended to read "October December 2012"? Yes, the RFP was not published when anticipated.
- 33) Is there an incumbent agency, person, or group of people that had been previously contracted for the planning stages of the Plan? If so, can you share who or whom that may be and the tenure of the relationship with them? Any sub consultants working on the Regional Plan thus far has been outlined in the RFP pg. 17.
- 34) Being that we are not located in Flagstaff (but within the state of Arizona), would there be times when video conferencing would be acceptable in lieu of a face-to-face meeting? YES
- 35) Does the stated \$55,000 \$60,000 budget include all components of the three phases? Do you anticipate there being additional costs that may arise as the project progresses? Please see answer 9) above.
- 36) The RFP discusses a Style Guide. Would we have access to the Style Guide as part of the proposal process or will only the chosen people or persons have access? The Style Guide, in current draft mode, has been posted to the Regional Plan website: <a href="http://www.flagstaff.az.gov/DocumentCenter/View/40090">http://www.flagstaff.az.gov/DocumentCenter/View/40090</a>
- 37) The RFP specifically mentions that the Plan will not be hosted on the City of Flagstaff's web platform; it will be on a separate website. Would the City prefer to utilize the same CMS system that is currently in use or would a new, more user friendly system be preferable? A new, more user-friendly system is much preferred.

- 38) Who or whom will be responsible for managing and coding the back end of the website? The web designer will code the back end of the website. City staff will input / post data at regular intervals (monthly, quarterly, annually).
- 39) We are interested in responding to the above but wanted to clarify whether the website you require is to be newly created with the intention to include all 200 pages? The website will not include any pages, but information deemed necessary to share the vision and information. A non-pdf website is desired, one that is interactive. Please see answers to 3a) above.
- 40) Also with regard to the technical editing, am I correct to assume final decision on edits and copy will be the responsibility of the successful company? Final decisions for edits in the final product (final draft for voter ratification) is at the sole discretion of City Council and the County Board of Supervisors. These decisions will be in writing, through meeting minutes, and communicated to the successful company via the project manager, planning staff. Edits during the process will be a collaborative effort between the editing team (successful company) and the project manager of the planning staff. The editing team is being looked to for your expertise.

The balance of the RFP package shall remain the same. All proposers are to acknowledge receipt of this addendum by signing and submitting along with their proposal response.

Central Creative, LLC

Name of Firm

Authorized Signature

October 1, 2012

Date